American Demographics
Circulation Director

PURPOSE: To maximize the use of departmental and company resources in order to acquire and retain the greatest quantity and quality of subscribers while incurring the lowest possible costs.

MANAGER: Publisher

SPECIFIC RESPONSIBILITIES:

1. Plan and implement the direction of department and the allocation of its resources.
2. Project annual revenue and expense budget, including number of net paid subscribers. Authorize departmental expenditures.
3. Provide the appropriate information/training to other staff members & departments.
4. Establish and implement an overall promtional strategy for subscription marketing, including two direct mail campaigns totalling 800,000 pieces
5. Analyze promotional response data to evualate market strategy of department
6. Calculate monthly print order
7. Set-up and utilize Lighthouse model program for what-if projections
8. Month-end financial reporting to controller, including cash flow projections
9. Supervise Fulfillment Manager and Customer Service Representative
10. Administer list rental program through outside service bureau
11. Oversee fulfillment operation, including enforcing and negotiating contractual arrangement with outside service bureau.
12. Oversee newsstand sales program, customer service, ABC audit.
13. Act as final back-up for incoming subscriber calls. Provide customers with excellent customer service.
14. The Numbers News
    a) Work with Marketing Director of The Numbers News to transition all circulation functions into one circulation department by June 1989.

    b) Learn MacSub system to eventually oversee printing of invoices, renewals, reports, and providing customer service to subscribers.

    c) By Feburary 1989, produce The Numbers News month-end financial reports.

STANDARDS OF PERFORMANCE

1. Department's revenue, expense, and net paid projections are met, external factors non-withstanding.
2. Print order calculation ensures enough issues printed for company use, and copies are not being wasted due to excessive press runs.
3. Direct mail campaigns—external factors non-withstanding—drop on time and meet projected response percentages. Testing is innovative and constructive.
4. Other departments obtain the information/training/services that they need.
5. Promotional analysis reveals that market strategy is efficient and cost-effective.
5. Department's level of customer service contributes to high renewal rate and minimizes major complaints.
6. Month-end reports are accurately completed by noon on the second business day of the month.
7. Contributing to the absorption of circulation functions of The Numbers News by deadline.

Accepted

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Peter Klehm
Circulation Director
American Demographics Magazine
Date:_____

Approved

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Doris Walsh
Publisher
American Demographics Magazine
Date:_____